



MEMBER SURVEYS

*Helping shape the future of
real estate in Houston.*

September
2020

Lead Generation Survey

Survey Objective

Measure lead generation sources, gauge the value of their leads by source and increase awareness of free HAR.com leads and 'claim my profile'.



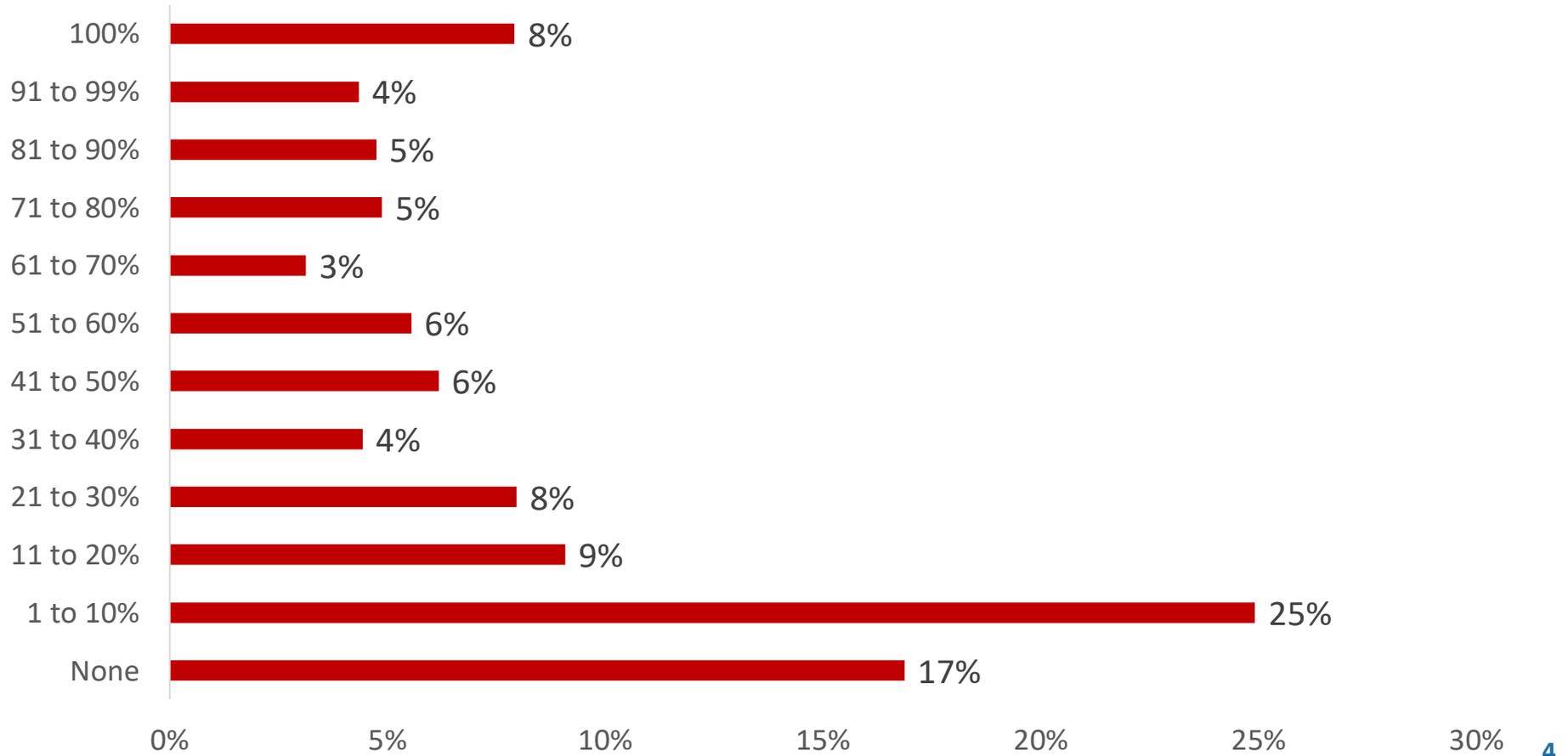
Respondents

- Number of Surveys Sent – 38,690
- Number of Respondents – 2,235
- Response Rate – 5.77%



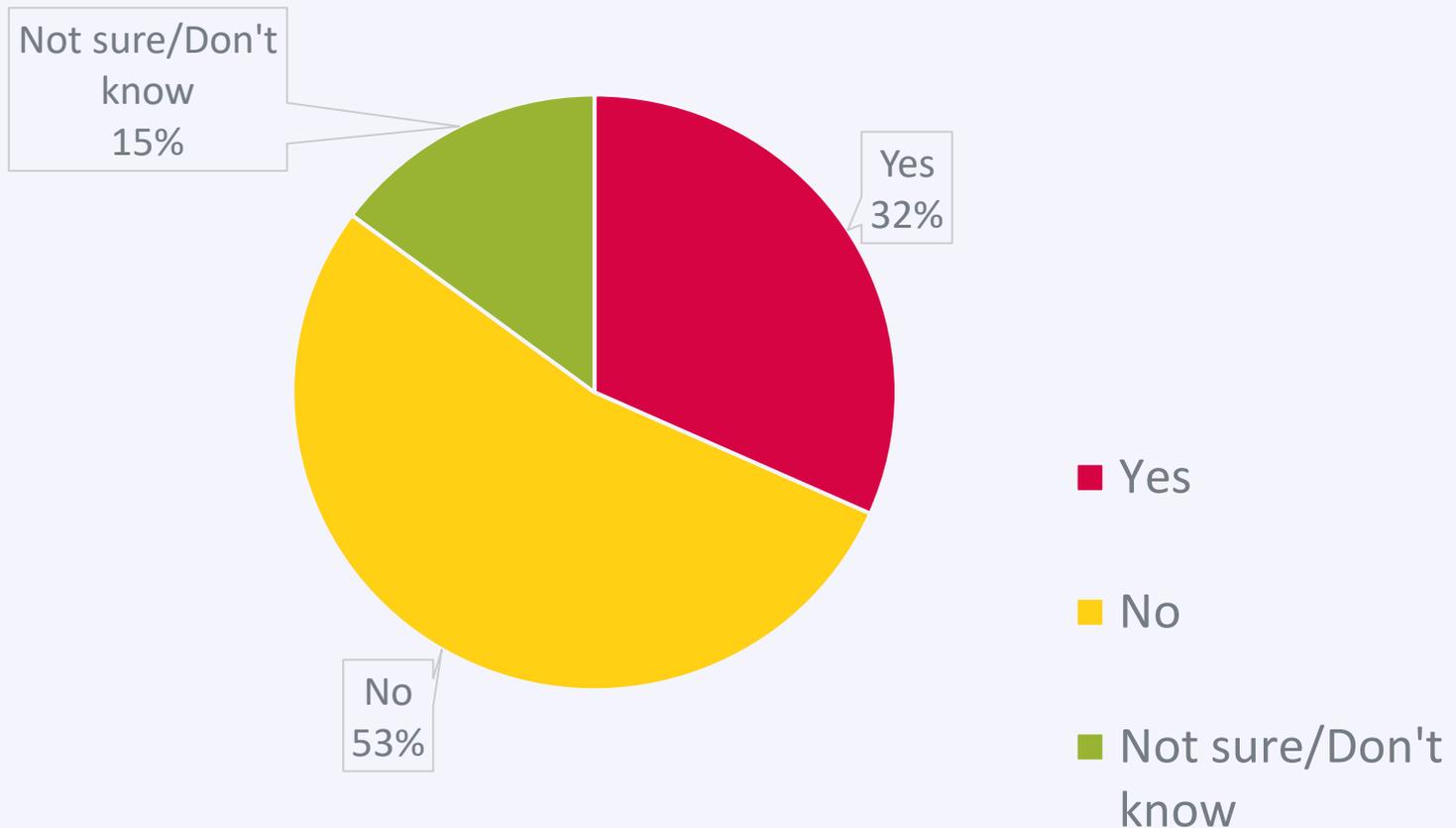
Nearly 60% business generate 30% or less of their business from online leads

What percentage of your business comes from leads?



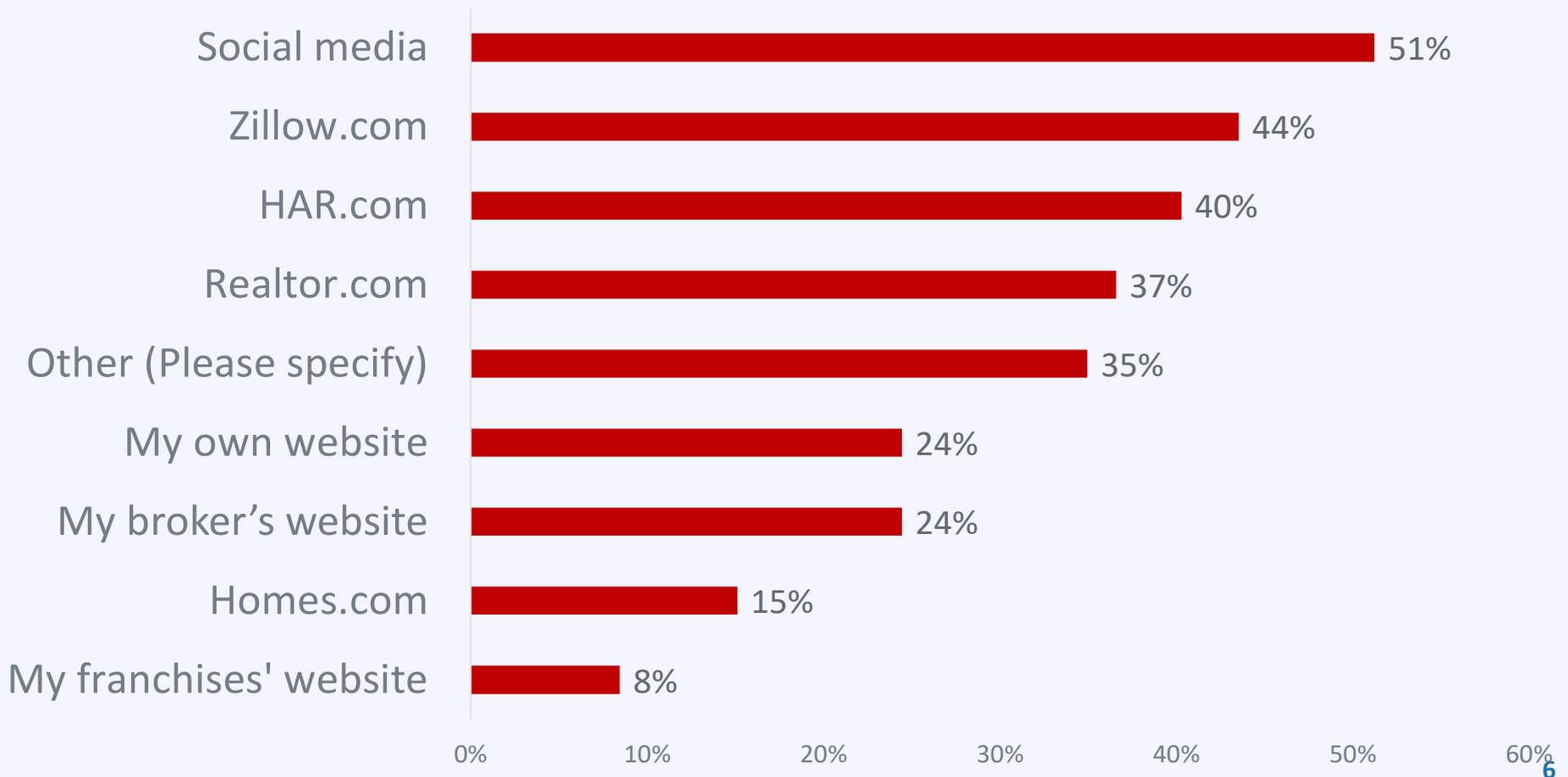
About 1/3 of Respondents Buy Leads

Do you or your broker buy leads or receive leads from third party sources? (e.g. Zillow, realtor.com)



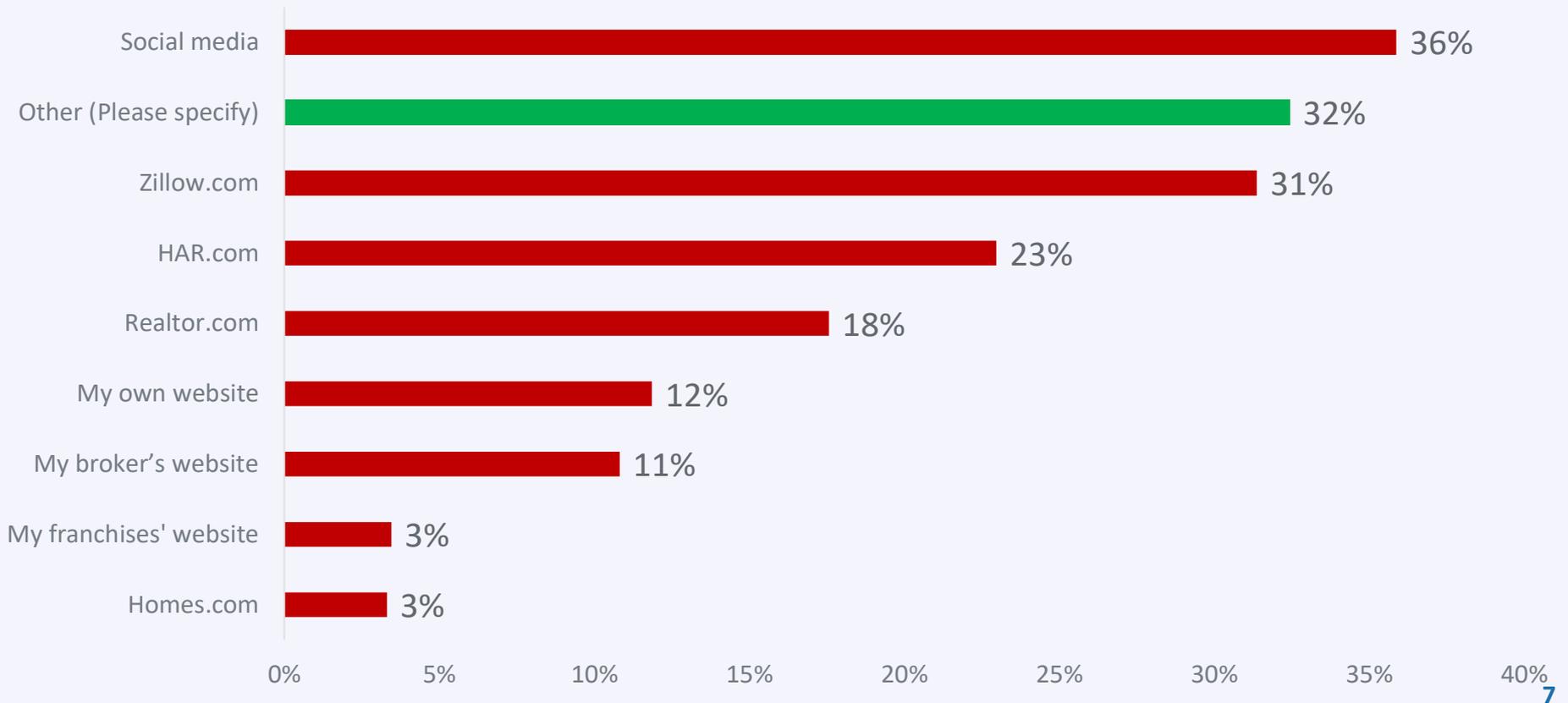
Social Media is THE most popular source of leads followed by Zillow and HAR.com

Please check ALL the sources that generate leads for your business.



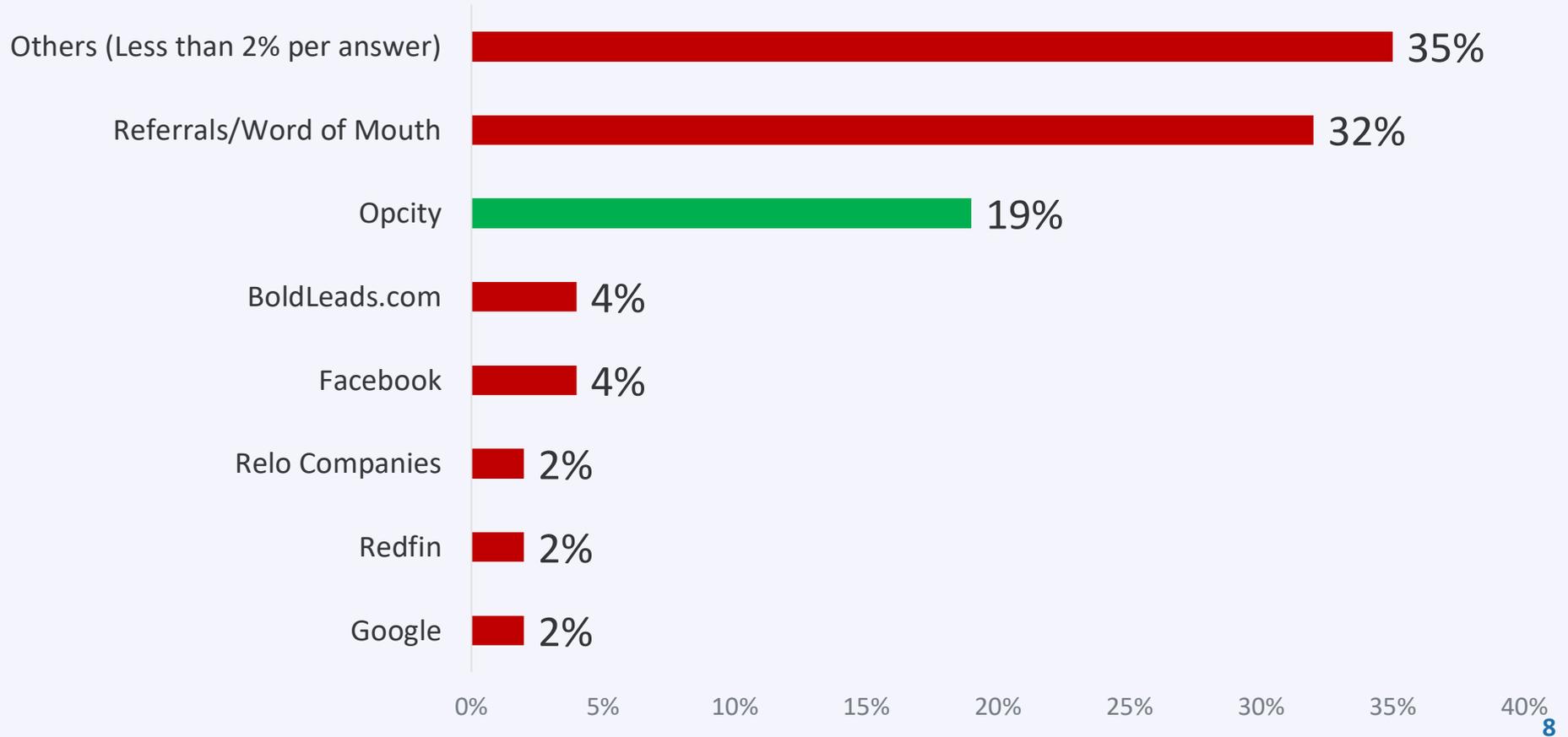
Social media, Zillow and a collection of other sources are three most productive sources of leads

Please select the source(s) below that generate the MOST leads for your business (choose up to 3).



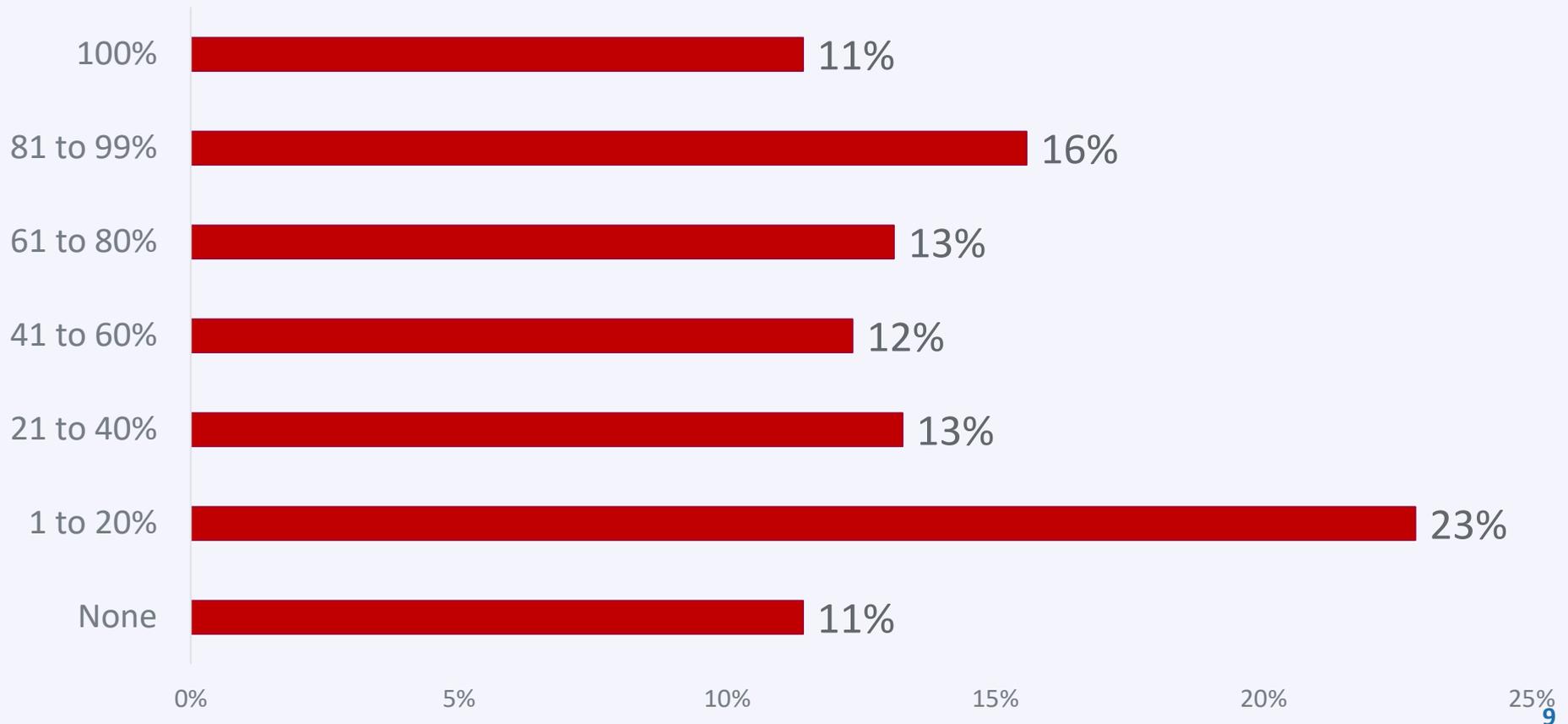
Referrals followed by OpCity are key sources of lead generation

Breakdown of Other Responses



35% say 20% or less of their closed transactions come from 3 most productive lead sources

What percentage of your CLOSED TRANSACTIONS come from your 3 most productive lead sources?



Online Lead Generation Satisfaction overall is not stellar; HAR significantly stronger than 3rd party sites

How satisfied are you with the quantity and quality of leads you receive from your most productive lead generation sources?

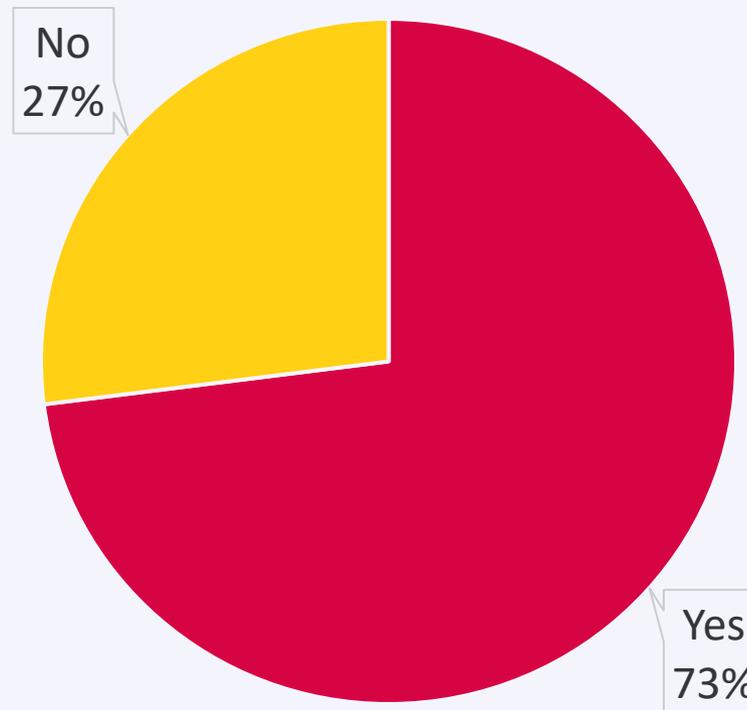
	Very Satisfied	Somewhat Satisfied	Not Satisfied
Zillow.com	14%	50%	33%
Realtor.com	9%	52%	37%
Homes.com	2%	27%	62%
HAR.com	19%	49%	29%
Social Media	18%	57%	24%
My Broker's Site	17%	45%	33%
My Franchises' Site	16%	35%	40%
My own website	25%	49%	22%

When thinking of leads from third-party sources, what percentage are seller leads and what percentage are buyer leads?

	Seller Leads %	Buyer Leads %
Zillow.com	43%	57%
Realtor.com	43%	57%
Homes.com	46%	54%
HAR.com	46%	54%
Social Media	46%	55%
My Broker's Site	47%	53%
My Franchises' Site	47%	53%
My own website	47%	53%

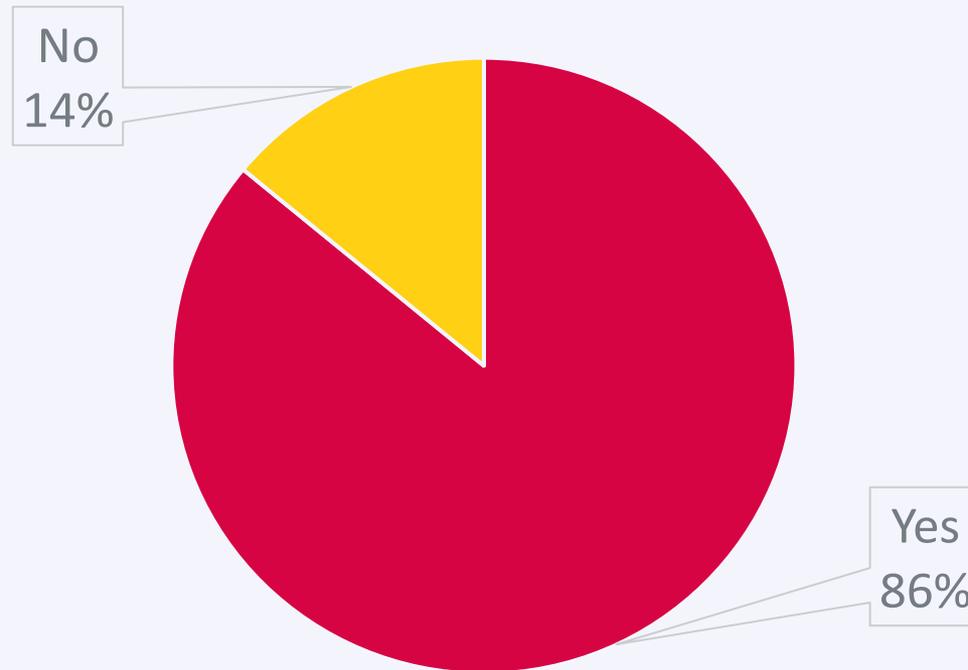
73% of Respondents are aware of HAR.com's online dominance

Are you aware that HAR.com is the most highly trafficked property search website in Houston outperforming sites like Zillow and realtor.com?



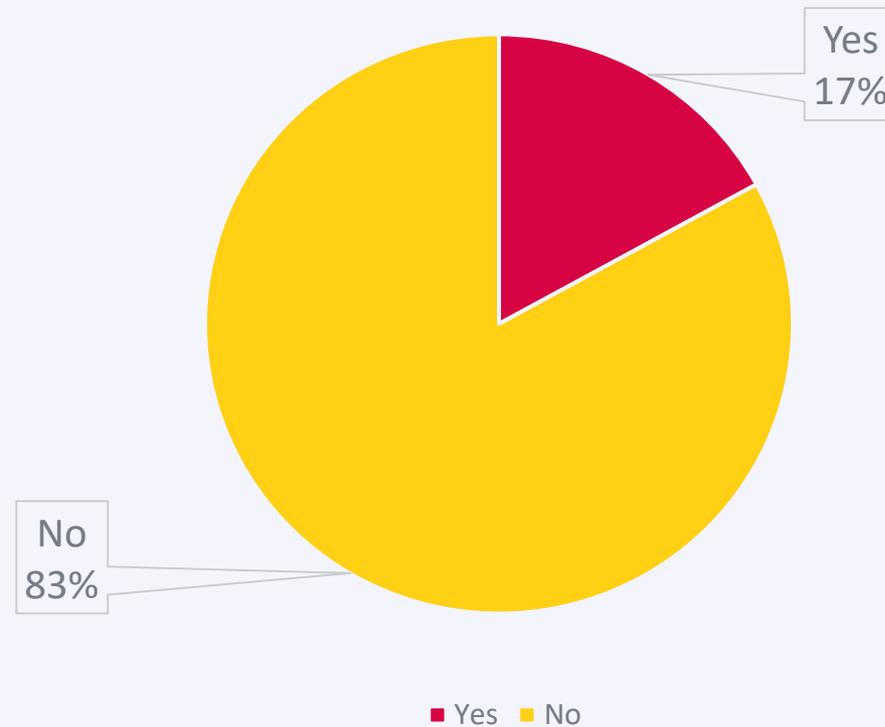
Very strong awareness of Key Consumer Functionality on HAR.com

Are you aware that consumers visiting HAR.com can request showings and more information about listings directly from the listing agent or the agent they have chosen to work with as well as register to receive regular updates on listings?



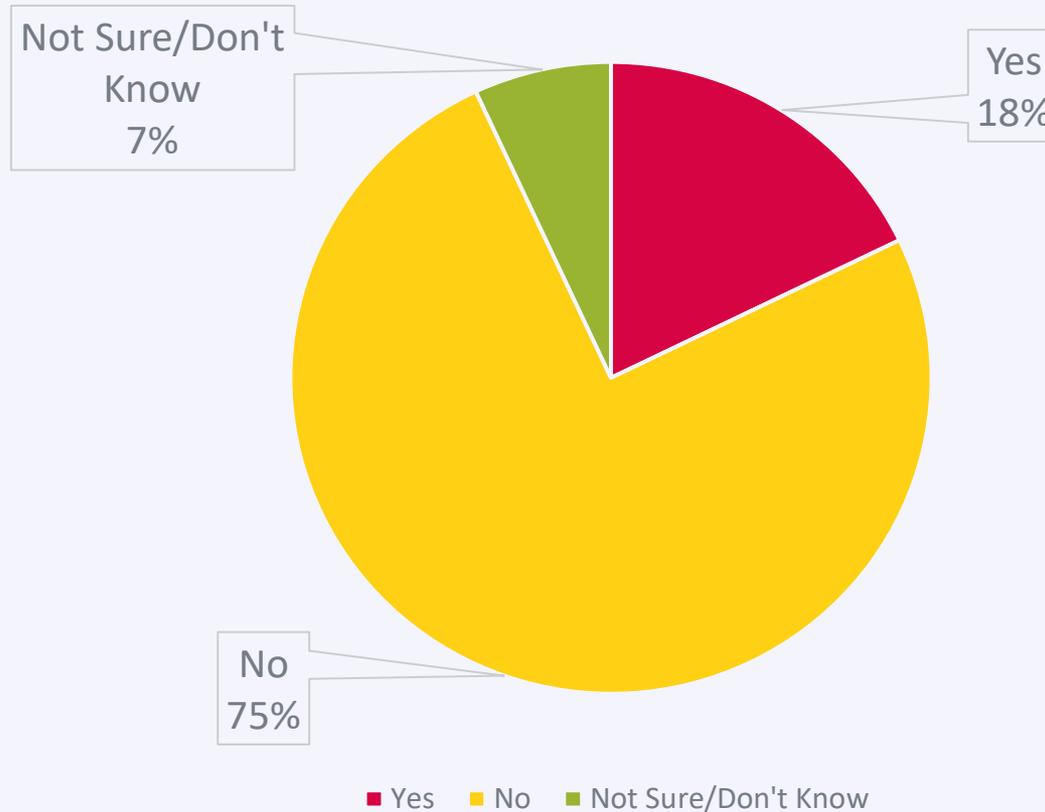
Limited Awareness of Lead Gen Power of HAR.com

Were you aware that HAR.com is delivering 600,000 leads to members every year?



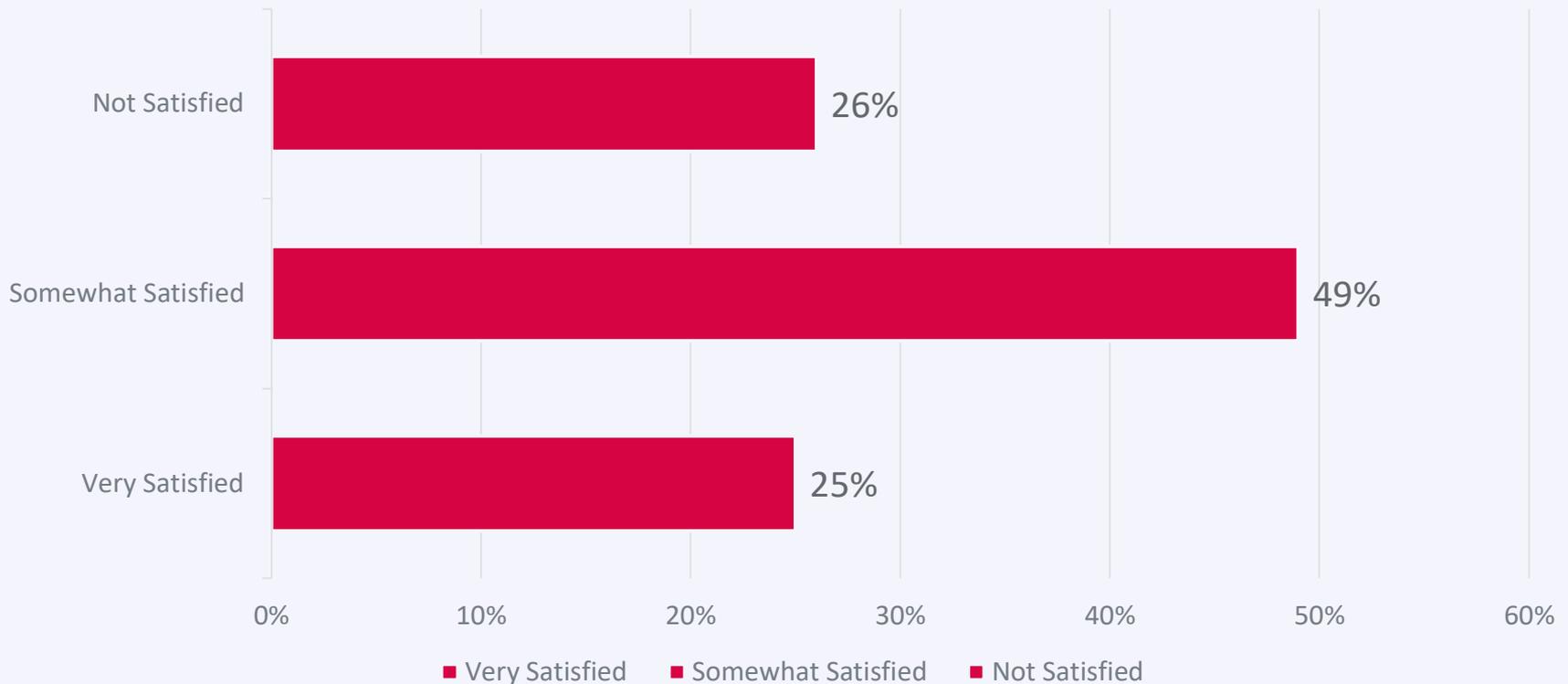
Just 18% say they have received Seller Leads from HAR.com

Have you received seller leads from HAR.com?



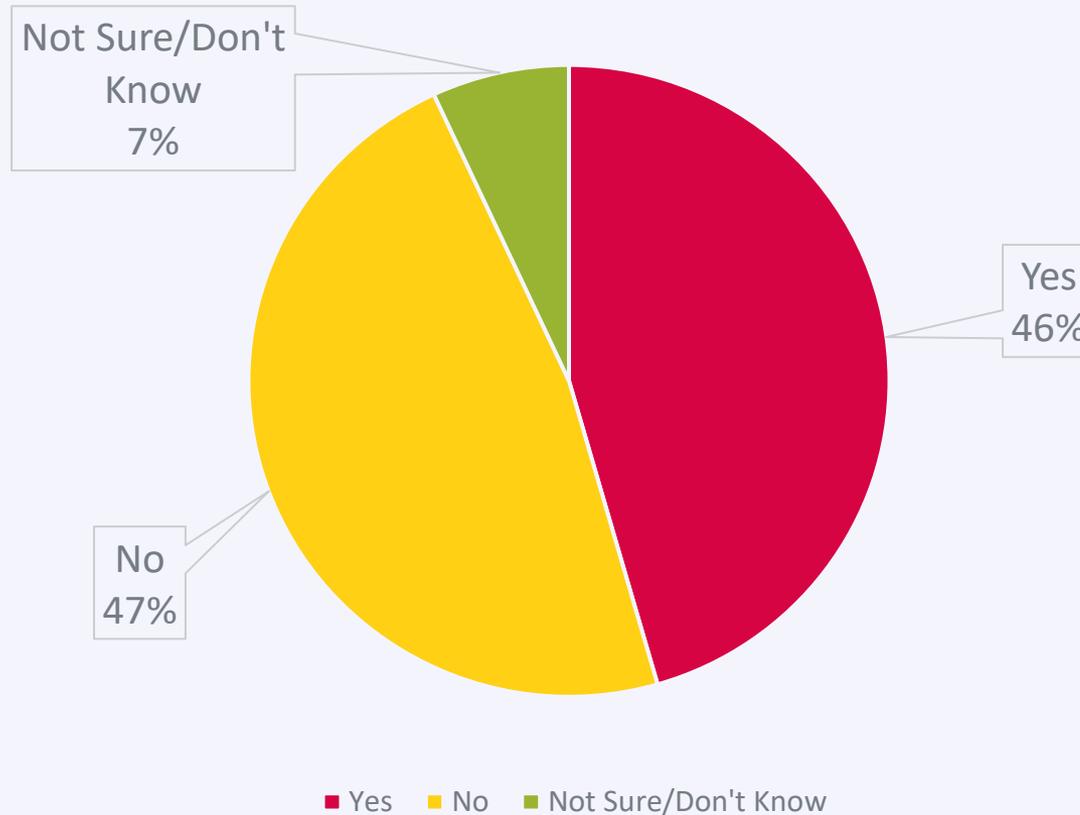
25% are Very Satisfied with quality/number of seller leads

How satisfied are you with the quality and number of seller leads you receive from HAR.com?



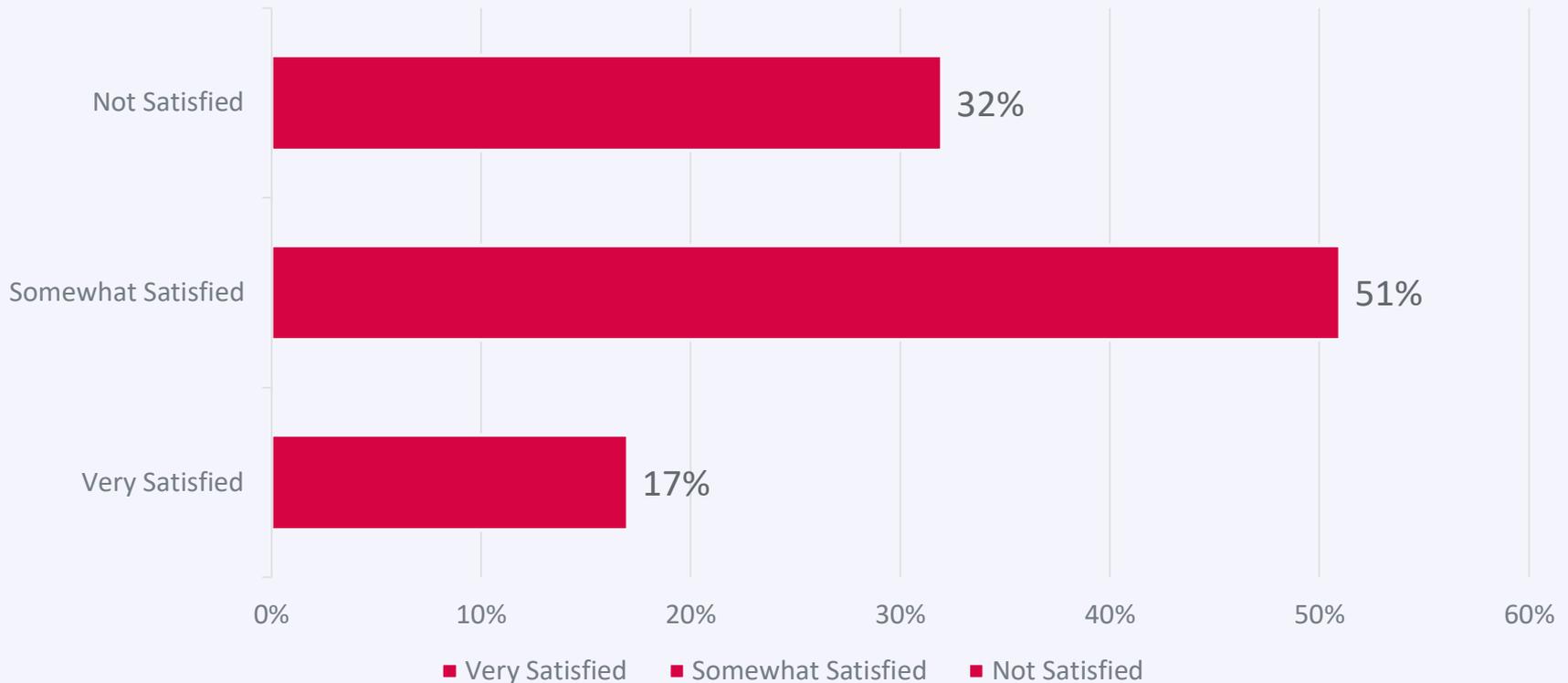
46% say they have received buyer leads from HAR.com

Have you received buyer leads from HAR.com?



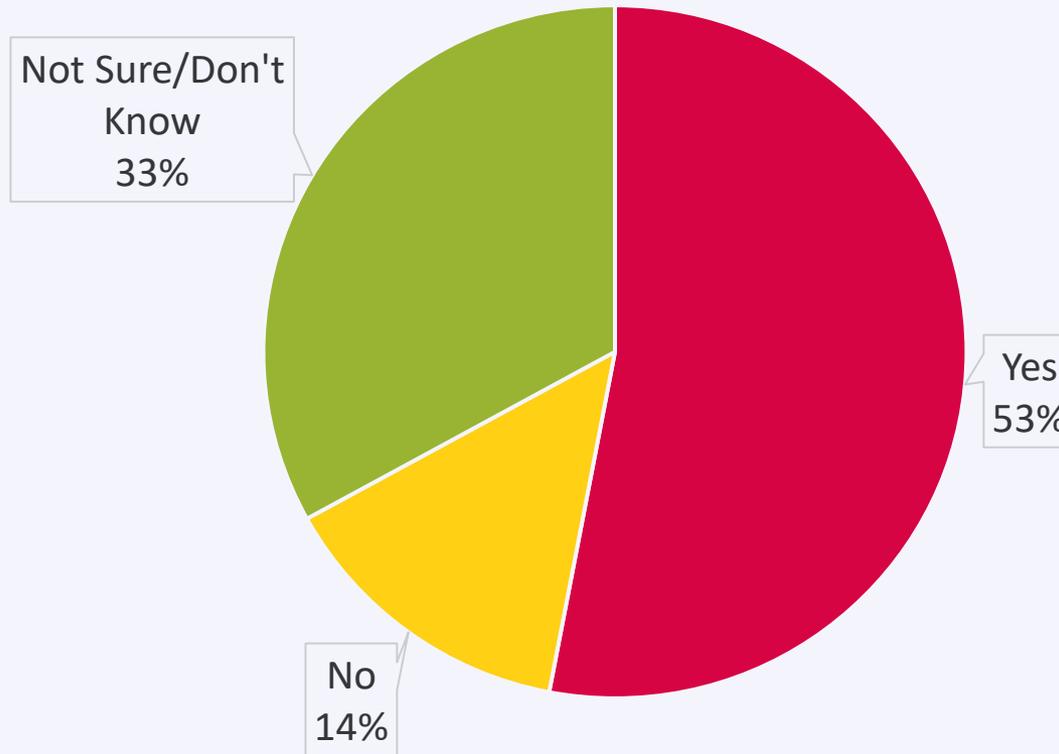
Just 17% are Very Satisfied with Quality/Number of Buyer Leads

How satisfied are you with the quality and number of buyer leads you receive from HAR.com?



53% have claimed their profile on HAR.com

Have you claimed your profile on HAR.com?



Suggestions for improvement

In what ways could HAR.com help you generate more leads for your business?



“Teach me what I need to do to generate leads on HAR.com”



“Be in more direct contact to each agent that is a member. I am really not sure of what benefits are available through HAR”



“Quit selling leads to Zillow, Trulia, Homes.com, etc.”



“Would be nice to generate seller leads. What I've received in the past were calls for more info on my listing but most of these buyers already had an agent they were working with..”